

# Televisions: Incl Impact of COVID-19 - US - September 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the television market.
- How unemployment and other factors impact consumers' television purchasing decisions.
- Why consumers purchase televisions and which features are priorities.
- Consumer attitudes toward the role of the television set in the household.



"The strong bond Americans have to television has strengthened the TV market despite the pandemic and should support it even through the recession. TV brands should be taking steps to ensure their products reflect consumer attitudes that the television set isn't just an electronic device or piece of furniture, but an essential feature of the household."

– **Mike Gallinari, Travel & Leisure Analyst**

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### MARKET OPPORTUNITIES

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### KEY CONSUMER TREND DRIVERS AND TELEVISIONS

- Technology
- Identity
- Value

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